



WDAF-TV

ORDER

Print Date 10/18/12 Page 1 of 7

Flight Dates 10/16/12-10/22/12

Contract / Revision 583475 /

Original Date / Revision 10/18/12 10/18/12

Advertiser Spence, David/R/Mo Gov

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
SPENCE 4 MO GOV

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C16C22

Alt Order # 09844853

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN POL

Product Codes PL1Ea

Priority 2

Advertiser Ref

Order Share 25% Market Value 153680

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	38420
KCWE	%	0
KMBC	25%	38420
KMCI	%	0
KPXE	%	0
KSHB	25%	38420
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	83	\$32,657.00	\$38,420.00	0.00	10/01/12	10/22/12	83	\$32,657.00	\$38,420.00
Totals	83	\$32,657.00	\$38,420.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount													
1	4	10/18/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---TF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00												
NEWS REV <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>10/15/12</td> <td>10/21/12</td> <td>---TF--</td> <td>4</td> <td>\$200.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	10/15/12	10/21/12	---TF--	4	\$200.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
10/15/12	10/21/12	---TF--	4	\$200.00	0.00																						
2	4	10/18/12	10/19/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	---TF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00												
LIVE WITH KELLY REV <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>10/15/12</td> <td>10/21/12</td> <td>---TF--</td> <td>4</td> <td>\$100.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	10/15/12	10/21/12	---TF--	4	\$100.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
10/15/12	10/21/12	---TF--	4	\$100.00	0.00																						
3	4	10/18/12	10/19/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	---TF--	:30	4	\$100.00	3	0.00	NM	4	\$400.00												
FAM FEUD REV <table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>10/15/12</td> <td>10/21/12</td> <td>---TF--</td> <td>4</td> <td>\$100.00</td> <td>0.00</td> </tr> </tbody> </table>																Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	10/15/12	10/21/12	---TF--	4	\$100.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																						
10/15/12	10/21/12	---TF--	4	\$100.00	0.00																						



WDAF-TV

Print Date: 10/18/12

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Contract / Revision 583475 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:15:00

Advertiser Spence, David/R/Mo Gov Product SPENCE 4 MO GOV

Estimate # C16C22

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	4	10/18/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---TF--	:30	4	\$200.00	3	0.00 NM	4	\$800.00
NEWS				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--	4			\$200.00		0.00				
5	4	10/18/12	10/19/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	---TF--	:30	4	\$100.00	3	0.00 NM	4	\$400.00
JUDGE JOE				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---T---	4			\$100.00		0.00				
6	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---TF--	:30	4	\$250.00	3	0.00 NM	4	\$1,000.00
JUDGE JUDY				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--	4			\$250.00		0.00				
7	4	10/18/12	10/19/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	---TF--	:30	4	\$200.00	3	0.00 NM	4	\$800.00
NEWS				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--	4			\$200.00		0.00				
E 8	4	10/18/12	10/19/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---TF--	:30	4	\$200.00	3	0.00 NM	2	\$400.00
NEWS				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--	4			\$200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		M-F 530-6a		530-6a	---ThF----	:30		(\$200.00)	0.00	NM		
Credited														
[+]														
3	4	10/15/12-10/21/12		M-F 530-6a		530-6a	---ThF----	:30		(\$200.00)	0.00	NM		
Credited														
[+]														
9	4	10/18/12	10/19/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---TF--	:30	4	\$375.00	3	0.00 NM	4	\$1,500.00
NEWS				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--	4			\$375.00		0.00				
10	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00 NM	1	\$300.00
NEWS				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-	1			\$300.00		0.00				
11	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NEWS				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S	1			\$200.00		0.00				
E 12	4	10/18/12	10/19/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	4	\$400.00	3	0.00 NM	3	\$1,200.00
NEWS				REV										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	---TF--	4			\$400.00		0.00				

Contract / Revision **583475** **Flight Dates** 10/16/12-10/22/12

Original Date / Revision 10/18/12/ 10/18/12

Advertiser **Spence, David/R/Mo Gov** Product **SPENCE 4 MO GOV**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
19	4	10/21/12	10/21/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$800.00		0.00			
20	4	10/21/12	10/21/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----S	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$400.00		0.00			
22	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$2,200.00	3	0.00	NM	1	\$2,200.00
NLCS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$2,200.00		0.00			
23	4	10/18/12	10/19/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---TF--	:30	2	\$400.00	3	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---TF--					2	\$400.00		0.00			
24	4	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$200.00		0.00			
25	4	10/22/12	10/22/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
LIVE WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
26	4	10/22/12	10/22/12	M-F 11a-12p M-F 11a-12p	CM-All	11a-12p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
FAM FEUD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
27	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$200.00		0.00			
28	4	10/22/12	10/22/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
JUDGE JOE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$100.00		0.00			
29	4	10/22/12	10/22/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$250.00		0.00			
30	4	10/22/12	10/22/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount		
N 50	4	10/22/12	10/22/12	M-F 1102-1132p M-F 1102p-1132p	CM-All	M-F 1102p-1132p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
NEWSREV																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1			\$250.00		0.00						
														Totals	83	\$38,420.00

Client	SPENCE
Contract #	579972
HL #	9833348

Makegood Offer

Date	Day	Time	Program	Rate	# of Spots	Total
20-Oct	SAT	10-1030P	NEWS	600	1	600
10/17-10/19	W-F	1130P-12A	SEINFELD	125	1	125
10/17-10/19	W-F	12-1230A	SEINFELD	100	1	100
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
						0
Total						825